Self-assessment by
Marcel Krauss

A summary about me:

I'm service designer with more than 10 years experience as UX - and service designer. I hva worked as consultant and inhouse-designer in different industries like public service, finance, transportation, education.

I currently work as a/at:

Right now I'm working as service designer at The Norwegian tax administration. http://skatteetaten.no

My LinkedIn profile:

https://www.linkedin.com/in/marcelkrauss/

My educational background:

I have no formal education in service design. I studied mediatechnology at the University of applied science in Leipzig, Germany. Later I tok different courses in the field of UX and service design at e.g. Ideo, NN-group, or IxDF.

The following theories are the key components of my approach to service design:

No people - no service. Lot of my daily work is about digitalization in public services. Most projects have focus on the technology and business - how much time or many can we save? What are the newest tech-trends? But the human part is mostly forgotten: Who are the people who should use the serves and who are the people who provide the service?
The most important part of my work is to bring the people-perspective into the projects.

These are the most relevant resources I base my work on and I recommend them as a body of knowledge in service design:

Books: This is service design thinking, This is service design doing, Good services, Touchpoint
Podcast: The service design podcast

I have X years of working experience in service design:

5

My working experience in service design includes involvement in:

- Service design projects
- Service design consultancy

I have particular experience in the following service sectors:

Public service, finance, transportation, ev-charging

I have conducted X service design projects that aim at creating improvements or innovations within organisations:

5

These are the service design projects I have successfully delivered:

2022 - today The Norwegian tax administration - Foreign workers in Norway
I'am part of a team that should help to improve the journey of foreign workers who work temporary in Norway.
- Map the whole journey to provide a holistic view to the organization.
- Point out the main challenges
- develop and test concepts to improve the services
e.g. "Epilot" - an experiment to improve internal processes to respond customer claims
outcome: quicker response (max 2 days to first contact), increased customer satisfaction (from 6 to 9), reduced time for case-handling (from many weeks down to 4-6 days)

2021 - The Norwegian tax administration - "A-melding"
Was responsible for journey mapping and user testing of a service for foreign companies to report work periods and earnings

2019 - Zaptec - "EV-charging app"
was hired to redesign the mobile app. User testing showed that the app was not the problem, but errors in installation. I provided a human centric approach to the company to shift the focus from app to the installation process. Outcome: a concept to support installation work

2018 - SR-bank - "bolig-assistent"
Was part of the team that developed a digital assistant for people bying a house. Responsible for user-journay and user testing.

I have provided service design training sessions and/or other educational experiences for X years:

4

My philosophy as a trainer is:

I do not provide specific SD training, but I provide service design knowledge by sharing my daily work, doing workshops and presentations. To me it is important to build a culture and the mind-set to be more human centric. To. me it is more about explaining service design by doing it. I have done a lot of presentations, use SD-methods and tools during the workshops I facilitate and I have been part of a team that delivers inhouse-trainings in SD-related topics.

These are the service design training sessions and/or other educational experiences I've facilitated within the last year:

2022-2024 multiple inhouse-trainings in prototyping- methods and usertesting
20 participants pr. session
The Norwegian tax administration

2022-2025
multiple inhouse-training: "introduction to user-centric-design"
15-25 participants pr. session
The Norwegian tax administration

2023-2025 creativity training
different clients
both digital and in-person

SDN∞
SERVICE DESIGN NETWORK

I mostly provide my training offerings in the following language(s):

english, norwegian

I mostly provide my training offerings in the following countries/cities:

Norway

I cover the following topics during my training offerings:

- Definition of service design
- User research/deep customer insights
- Creativity and ideation processes
- Visualisation techniques
- Prototyping of services

My training participants typically have the following level of experience:

- Novice (new to service design)
- Fundamental (basic knowledge)
- Advanced (practical application)

These are my favourite cases I use to inform participants about the impact and value of service design:

I usually use cases from my own experience as listed under projects.

These are the service design methods and tools that I use during my sessions:

Journey-maps, Service blueprints, ecosystem-maps, prototyping and testing. Service safaris

After successfully attending my training sessions, participants will typically be able to:

I do not teach specific tools or techniques but by e.g. creating a journey map together with participants. they see and understand how it is done, how to read and use it and in that way gain understanding for the value.

I apply the following evaluation tools to make sure the participants have understood the content of my sessions and gained the expected competencies and skills:

I observe and support participants when they use the knowledge and e.g. create stakeholder maps or journey maps

I have participated in the following service design-related activities in order to stay up to date, share my experiences with peers and receive their supervision within the last 12 months:

- SDN Masterclass

I actively support the local or national service design community through:

I dont't know if there is an active SD community near me

Contact details:

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